



the izzy scoop

Issue 13 • Summer 2005

FIRST KID WINNER FOR IZZY'S BIGGEST ICE CREAM CONTEST!

By Lara Hammel

The youngest "Best in Show" winner of our annual ice cream contest for Best in Show this year is only seven years old. Emmie Fulton created Sponge Bob, a lemon flavored ice cream with pieces of sponge cake and raspberry swirl. It was named after one of her favorite cartoon characters, Sponge Bob. As a winner Emmie receives a gift certificate for \$100.00 worth of ice cream, a winner's trophy and recognition on our winners' plaque at the shop, and her ice cream for sale in our dipping cabinet.

When told she won the entire event, Emmie responded with a pause and then said, "I did?" Emmie, who has entered each year of the contest has been a finalist three times. Her last two entries have included Bugs Bunny (pineapple and orange) and Paris (cooked pear with blackberry). Her idea for this year's Sponge Bob came from thinking about Sponge Bob characters. Sponge Bob is yellow, so she thought of yellow sponge cake and lemon ice cream. When she thought about Patrick, Sponge Bob's starfish friend, she thought of raspberry, thus the raspberry swirl.

Emmie felt an overall sense of happiness from winning, especially winning over all those adult contestants. She enters the contest each year because she really likes putting all the stuff into the ice cream. "It's cool," she says.



Emilee Fulton, winner, Best of Show in Izzy's People's Choice Awards.

With over 500 voters this year, this year's contest was by far best attended in our 5 years of hosting the contest. The Friday before the contest Izzy's received attention on WCCO's nightly news with all the newscasters eating Izzy's on the set. We also received a nice write up in Minnesota Monthly detailing the event.

Owner, Lara Hammel, had the idea for the annual even back in 2000 when Lara and Jeff Sommers first opened the

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JULY 29 is IZZY Day!
Come celebrate our 5th Anniversary with:

- free izzy cones (one per customer)
- kids activities

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the inside scoop



WINNERS OF THE ICE CREAM CONTEST

Chocolate

Cho-Cho-Co Almond
Mami Russell

Mix In

128 Cafe
Chucks Madhav

Kids

SpongeBob
Emilee Fulton

Fruit

Chocolate Chip Banana Bread
Jacqueline Kay Hohlen

Specialty

Bombay Market
Kathleen Hallinan

Sorbet

Cosmoopolitan
Lisa Hagel

**All finalists in each category
received a free hat or T-Shirt.**

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shop. Lara had read about an ice cream company that had a contest where customers made ice cream at home and then the owners voted which was the best one. Lara thought that that was pretty cool, but it would be even better if customers gave us their ideas, we made their flavor, and then the customers voted for the best flavor. That participatory voting fit the vision of Izzy's. Husband and wife owners, Lara and Jeff want customers to feel part of Izzy's, that their role in being a customer matters and that each customer makes Izzy's that special neighborhood place.

This year we received over 150 submissions. Lara and ice cream maker, Callie, chose the finalists. The decision, as always, was based on three elements: 1) Uniqueness (Did we already make it one year? Is it too similar to a current flavor we make?) 2) Taste (Will it taste good? Will others like it?), and 3) Feasibility (can we make it?). After the finalists were chosen, we had to purchase all the necessary ingredients, make 24 new recipes, and then make the flavors. It is hard and difficult to make 24 flavors we never made before in such a short period of time. But the challenge is also rewarding, especially when seeing all the customers tasting and voting on the contest. Preparing for the contest is kind of like being in the Robert Frost poem where the man takes the road less traveled, but experiences more richness in life. The ice cream contest adds richness to the owners', customers' and Izzy's lives.

There was such a great response this year's contest that next year we will sell tickets with voters to come at certain time slots. This will help keep lines to a minimum.

IZZY'S PROVIDES ACTIVITIES FOR YOUR COMPANY OFFICE

By Kari Maxwell

Imagine a group of fifteen, sitting around a table in the production side of our facility laughing, learning and creating. This has been happening a lot lately at Izzy's. Company's have brought their staff in to learn a little bit more about each other while exercising their imaginations. What better way to do this than with ice cream?

One of the events we offer begins with a tour of both our retail and production facilities with stories of "how it used to be" as well as visits to the walk in freezer. It is followed by a team building activity where the company creates an ice cream flavor they can call their own. A few weeks ago, a group came into Izzy's for such an experience. Their company would soon be merging with another. After much debate about what ingredients their ice cream should contain, they decided on a name that combined their current company name with the name of their merger. The ice cream itself even contained a raspberry swirl to symbolize their company logo - imagination was at work!

Deciding on the flavor and the name is only half the exercise. This activity continues where participants are able to actually make the ice cream and portion it into the pints that will be delivered to their office later that week. Again, imagine the laughter and learning here...The group completes their visit while sitting in our shop at a reserved table, enjoying each others' company, and the good taste of Izzy's Ice Cream.

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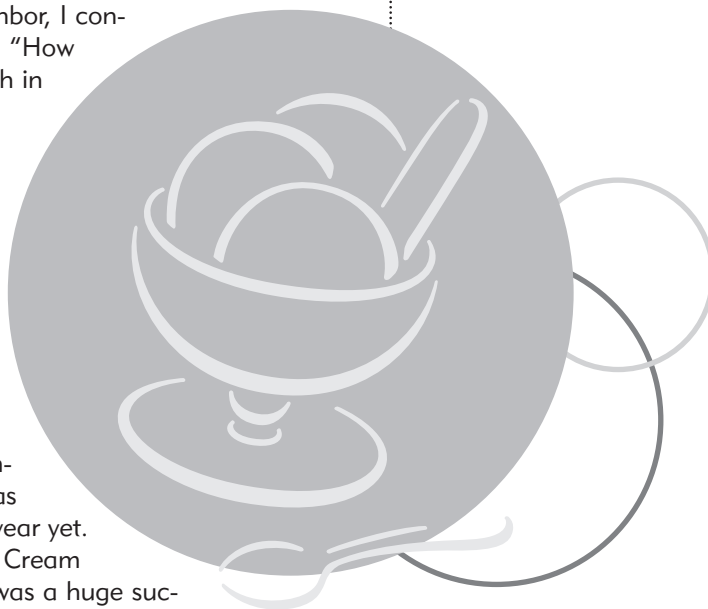
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Izzy's is booking events like this all the time. We even host events in our downtown location. There are many options and variations to the activities we provide. For more information, please visit our website at www.izzysicecream.com or call 651.603.6929 and ask for Kari. **See you at Izzy's!**

GROWING UP AT IZZY'S

By Mitch Brinkman

The sun sets on yet another lazy summer day in August of 2001. Let me see, what had I done that day? Woke up at noon had some Corn Pops, and then sat myself in front of the tube until dinner. Hey at least I saw my favorite show, the "Maury Show" of course. But as the sweat rolled down my back during yet another 95 degree day in Minnesota, I'm went for some relief. No I wasn't going to the pool or to my buddy's house for a water fight, the only thing that would suffice was the smooth, creamy and satisfying taste of an ice cream cone. I was headed to Izzy's Ice Cream Café where my older bro had just landed a job. I still remember what flavor I had that day, Fine Grind's Coffee with an izzy of cotton candy in one of those tasty waffle cones. As I got to the register an overly happy man was working the cash register, this of course was the owner, Jeff Sommers, just happy to be open and have customers in the shop. As most kids do, I averted my gaze to my cone as I dug into the pile of frozen goodness. As my parents introduced themselves officially once again to Jeff, once again because Jeff also happened to be our across-the-alley neighbor, I continued to indulge in my cone. Jeff then asked me, "How come you're not working for me yet?" My stomach in my throat I choked out a, "ahhh.... I don't know." How come this man was asking me to work, all I wanted was some ice cream. I agreed to come in later for an interview and some training. My interview ended up with Jeff asking, "Are you going to work hard?" Then me stuttering back, "Yea.. Yea..yeah sure." And then the moment came that started my career here at Izzy's as Jeff threw me a black apron. From that moment as a young pre-pubescent freshman I've been a proud Izzy's employee. Just as Izzy's has grown and developed their products and themselves as a company, I have too. In fact as my graduating year has come and gone, Izzy's too has come into its best year yet. Not only have we been recognized as the Best Ice Cream Shop in America, but the People's Flavor Awards was a huge success and Izzy's is becoming more and more like a family. Ever since I first got a whiff of those glorious waffle cones I've been an Izzy's disciple ever since. But as I start a new chapter in my life, an old one will close when I leave Izzy's. As I grow up I will forever remember the lazy summer nights enjoying a big double scoop of Norwegian Chai and Cotton Candy with an izzy of Dark Chocolate Zin perched up top, all packed in tightly in a scrumptious waffle cone. But, perhaps the best aspect of Izzy's was the camaraderie developed between the employees, the owners and the customers. A great example of this is me developing small rivalry with owner Jeff Sommers as we battle occasionally in my driveway, going head to head in horse. Although I have the edge right now, I know there will be more games in the future.



COOKS OF CROCUS HILL

Owner Jeff Sommers is teaching ice cream making classes at Cooks of Crocus Hill in Edina and on Grand Avenue this this summer. He teaches beginner classes and advanced classes in making an ice cream base, ingredients, and the technical aspects of making ice cream. He will share some of Izzy's recipes to use for making ice cream at home.

A Dip into Ice Cream with Izzy's

Thursday, July 28, 12:00 - 2:00 pm

Izzy's Inside Scoop

Thursday, August 11, 12:00 - 2:00 pm

Thursday, August 18, 12:00 - 2:00 pm

For more information, call
Cooks of Crocus Hill—952.285.1903

ice cream

I like ice cream
chocolate ice cream
strawberry ice cream
cherry ice cream
I like ice cream.

I like ice cream
cold ice cream
brain freeze
ICE CREAM!

—by Emilee Fulton,
BEST IN SHOW winner

Buy ONE SINGLE cone
Get ONE SINGLE cone FREE

Good through
January 5 – February 28, 2006.



Izzy's artisan ice cream is handmade from Minnesota cream. Feel free to put your own "izzy" on the top of your ice cream scoop. That's the little scoop of ice cream we put on top of our cones. Then, imagine yourself at our shop on a hot summer evening. Smell waffle cones baking. Taste spoonfuls of creamy, cold ice cream melting in your mouty. A little bit of Izzy's experience and you.

Jeff & Lara,
Owners of Izzy's



izzy's award-winning
Vanilla ice cream and other fabulous flavors
now available at fine Kowalski's locations—

KOWALSKI'S GRAND MARKET
1261 GRAND AVE., ST. PAUL

KOWALSKI'S LYNDALE MARKET
5327 LYNDALE AVE. SO.,
MINNEAPOLIS

KOWALSKI'S WHITE BEAR,
4391 SO. LAKE AVE., WHITE BEAR

KOWALSKI'S UPTOWN MARKET
2440 HENNEPIN AVE.
MINNEAPOLIS

KOWALSKI'S WOODBURY
8505 VALLEY CREEK RD., WOODBURY

KOWALSKI'S PARKVIEW MARKET
5615 CHICAGO AVE. SO.,
MINNEAPOLIS

KOWALSKI'S OAK PARK HEIGHTS
5801 NEAL AVE. N., OAK PARK HTS.

KOWALSKI'S LAKEVILLE
7590 W. 160TH ST., LAKEVILLE

KOWALSKI'S EDEN PRAIRIE
16500 W. 78TH ST., EDEN PRAIRIE

Writers Lara Hammel, Kari Maxwell
Editor Lara Hammel
Layout Kay Fulton

www.izzysicecream.com

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A TRUE CEREAL ADVENTURE

By Tanya Schmid

Do you ever sit down at breakfast, reading your cereal box, crunching away bite after bite until finally you realize you're reading the back of the box for the third time and suddenly you begin to wonder... "Where does my cereal come from? Who makes it? How is it made?" I know that I was clueless to the entire process. Lucky for me, I got to have my questions answered first hand. On Wednesday, July 13th a group of four Izzy's Ice Cream employees along with owner Jeff Sommers took a trip to tour the Malt-O-Meal factory in Northfield. We set off not really sure what to expect, with open minds (and of course stomachs too). We were greeted with a strict dress code of long pants, covered toe shoes and no jewelry. We were provided with white Malt-O-Meal lab coats, hair nets, shoe covers, earplugs and safety goggles. At that point I began to think that this tour was going to be more intense than I had thought. The first cereal line we got to see being produced was Frosted Mini Spooners. Football field long machines would turn single pieces of cooked grain into the shredded wheat and sugar coated cereal we all know so well. For the 5 minutes that I watched this machine that runs 24 hours a day, 7 days a week, I was convinced that it could have fed the world. The room was incredibly hot. Imagine wearing long pants and a jacket in 90+ humid weather with the smell of sticky, sweet cereal surrounding you. Uncomfortable or just strange, I like to call it an experience. What was really shocking to me was how the cereal was made entirely by gigantic robot like machines with only a few people monitoring the production from separate rooms. The technology behind it was incredible. The next room we entered was just as hot and smelled fruity and sweet. Sure enough it was Tootie Fruities. After watching tiny, hard, colored, noodle like circles be blown up into bigger, puffy, assorted colored o's through a process of extreme heat and steam we went on to Colossal Crunch, bagging, and packaging. After seeing this entire process I was amazed that all that work, time, and technology go into the little bowl of cereal sitting in front of me every morning. Seeing it all got me thinking as well... "What if our ice cream at Izzy's was made like this? How big would Izzy's be? Would the production costs as a whole be lower? Would the ice cream still taste as good? Maybe someday it will be like that, but then again, maybe not. I think going on the tour gave me a new appreciation that the things I do around Izzy's as an employee, as minute they may be, are truly helping create "the perfect cone experience" and an effective working business. The different pieces of the machines would do their part in making the cereal, while working together as a whole to create it as well. I feel like as an employee, I should act like that as well, doing my part but also being part of a team. We left the tour with expanded minds and who would have declined... a free bag of cereal of our choice. Some might just call it a work field trip, but I call it a "cereal adventure"!

Received excellent
service at Izzy's?

www.izzysicecream.com

We'd love to hear
about it!

IZZY'S OPEN ALL YEAR ROUND NOW

FALL HOURS: Beginning October 30
Sun-Th: 12:00 Noon – 9:00 pm
Fri.-Sat: 12:00 Noon – 10:00 pm

CLOSED HOLIDAY BREAK:
December 24-Jan 4th

WINTER HOURS: Beginning January 5
Mon-Wed: CLOSED
Thursday-Sunday: 2:00 pm – 9:00 pm

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THE BEST FLAVOR

By Patrick Persons

As long-time St. Paul residents my family and I were quite pleased to discover an Ice Cream Shop had opened within walking distance of our home in Merriam Park. With the opening of Izzy's our evening walk with Tin-tin the dog gained a natural stopping-off point for an Ice Cream.

I have always been a fan of vanilla and have judged the quality of any given ice cream maker by the quality of the vanilla they serve. Izzy's raised the bar by a substantial margin with their creamy blend of vanilla. Topped with an "Izzy" of Latte, or Peace Coffee Ice Cream, it would be worth walking much further than the six or so blocks we travel on our walk. Truly, it is the "Best".

With the kids, Teaghan 10 and Colin 13, the choices at Izzy's become much more evident and the decision-making substantially longer. Numerous visits in summer develop departing comments about which is indeed the "Best" flavor and what is the "Best Izzy" on top, which in turn leads to the discussion of which is the "Best combination". Despite the conviction and authority upon which they argue for their favorite, the kids always seem willing to try new flavors. Fortunately, the staff at Izzy's are quick to provide taste samples so that kids avoid becoming "drunk" with the rum flavors and we avoid the cry of "I didn't know it would have coffee..."

In March our son Colin celebrated his 13th birthday. As a newly made "independent" teenager, his suggestion for a party treat was to have him and his friends walk up to Izzy's together for a "Huge Bowl of Ice Cream". Kari at Izzy's came through with a splendid plan, providing the huge bowl which each kid contributed their flavor choice and enough cups, spoons and napkins to outfit the crowd of a dozen or so 13 year olds. All were pleased and each made claims that their choice made the resulting mixture the "best". Except maybe the kid who cried out, "Hey, who ate all my Terrimisu?" Thanks Izzy's!

Very truly yours,

Patrick J. Persons

SOLAR UPDATE

The solar panels will be working on Izzy's roof in August. Volunteers needed—please call Jeff at 651. 603. 6929.

LOOK FOR OUR GRAND OPENING!

PASSION FOR RUNNING

By Adriana Christians

Everyone has a passion. Many of us at Izzy's share more than a desire for ice cream. We run. It was the morning of June 11th. The weather was mid 60's and muggy. I felt the sun making its way through the clouds and felt the stickiness of the humidity begin. I look back now and know the weather that morning was golden compared to the last couple weeks. Running toughens us up for those busy sunny days and nights in the shop. It keeps our ambitions high. It builds camaraderie inside and outside of the shop. We all had a bunch of laughs when we got the group photos back. Pictures are a big part of capturing the spirit and culture of people. They snapped me like we snapped all those "Izzys" who visit the shop. It's exciting to have photographs complement the memories of particular times. Times we share, times that flow in and out of the lives of others. Our passions are what bring people together. Running. Scooping. Sweating. Laughing. Training. There is something in it for everyone.



Team Izzy at Easy Does It 8K Run on June 11. Above: Adriana Christians, Assistant Manager

BOTTOM—Back from left: Paul Christians, Adriana Christians, Meagan Smetana. Front from left: Lauren McCoy, Eric Nystrom, Joanna Gilkeson.

